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The European eCommerce
& Omni-Channel Trade
Association

Plastics in eCommerce

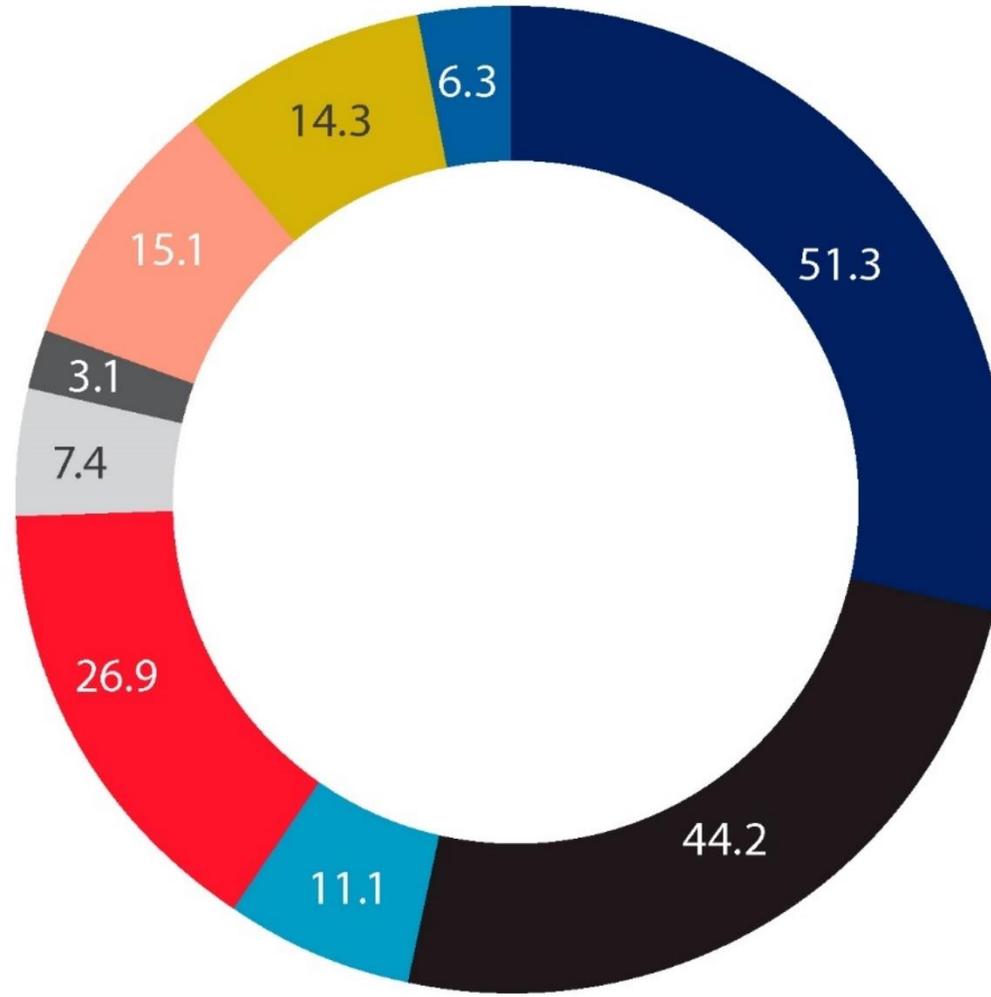
Brussels 20 Sept 2016

eCommerce

A €400 billion market in the European Union



E-commerce sales 2014 (EUR billions)

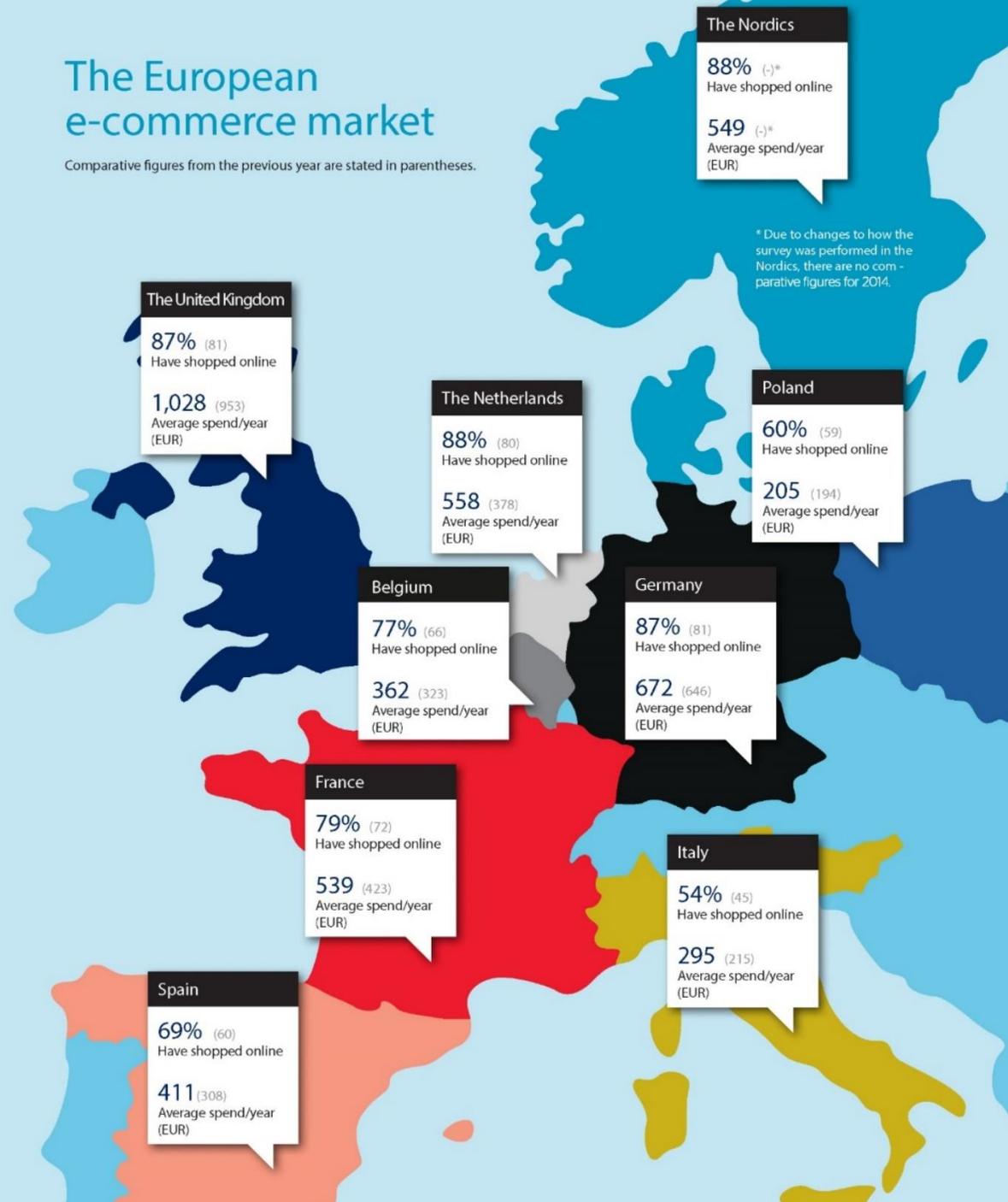


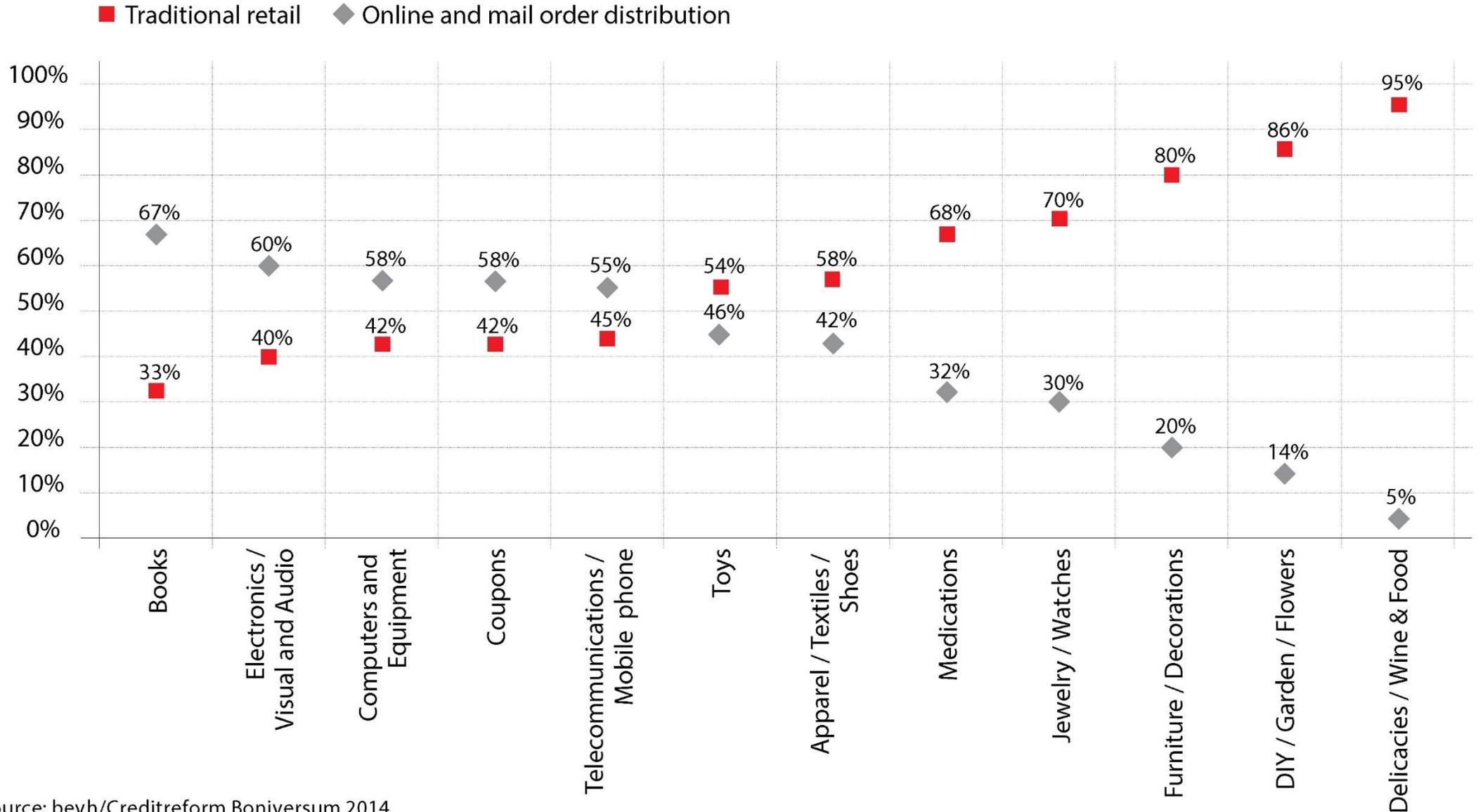
■ United Kingdom ■ Germany ■ Nordics ■ France
■ Netherlands ■ Belgium ■ Spain ■ Italy ■ Poland

Total Sales

The European e-commerce market

Comparative figures from the previous year are stated in parentheses.





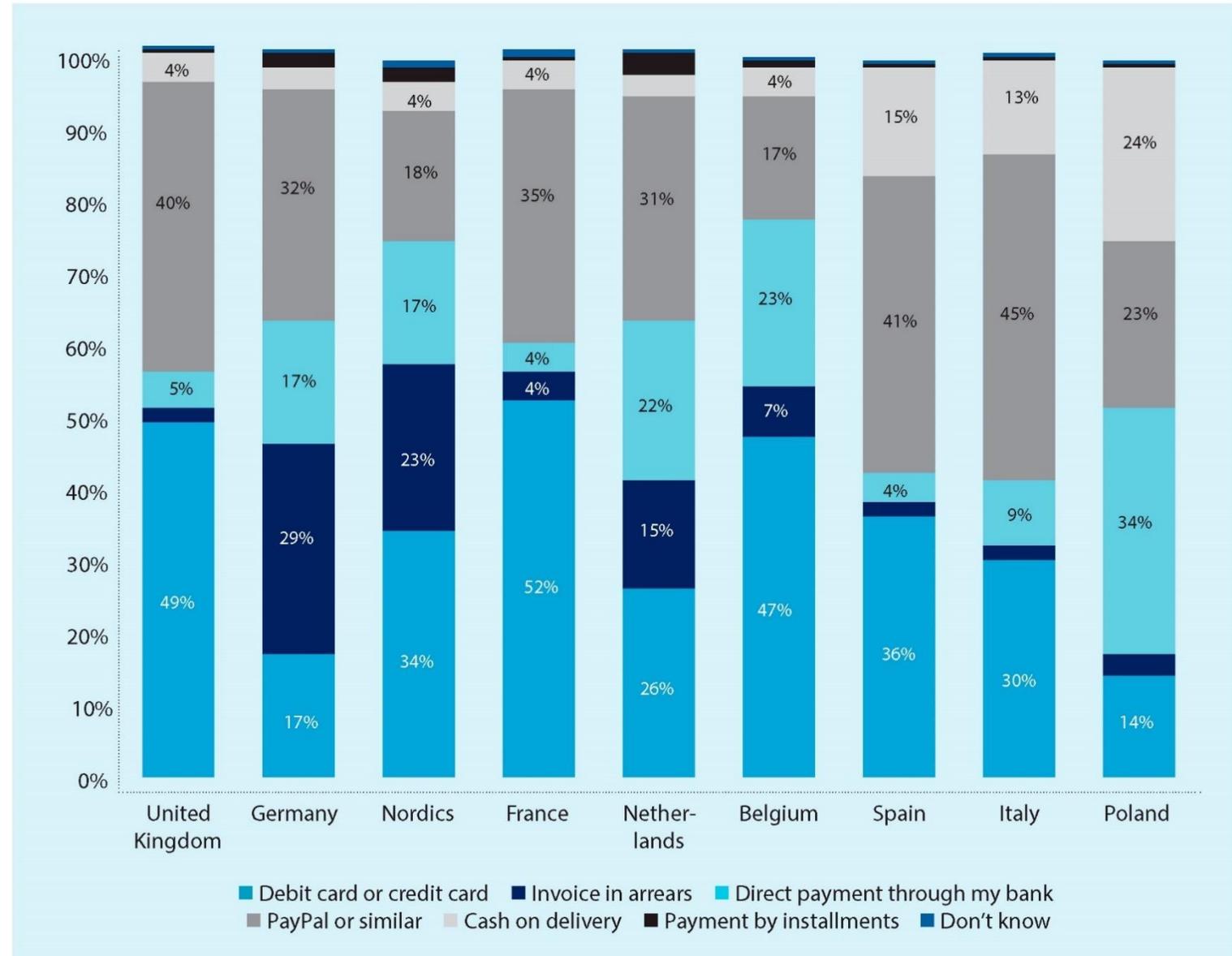
Source: bevh/Creditreform Boniversum 2014

Source: GTal

>>Major differences between countries

Which of the following methods do you prefer to use when you pay for a product you have bought online?

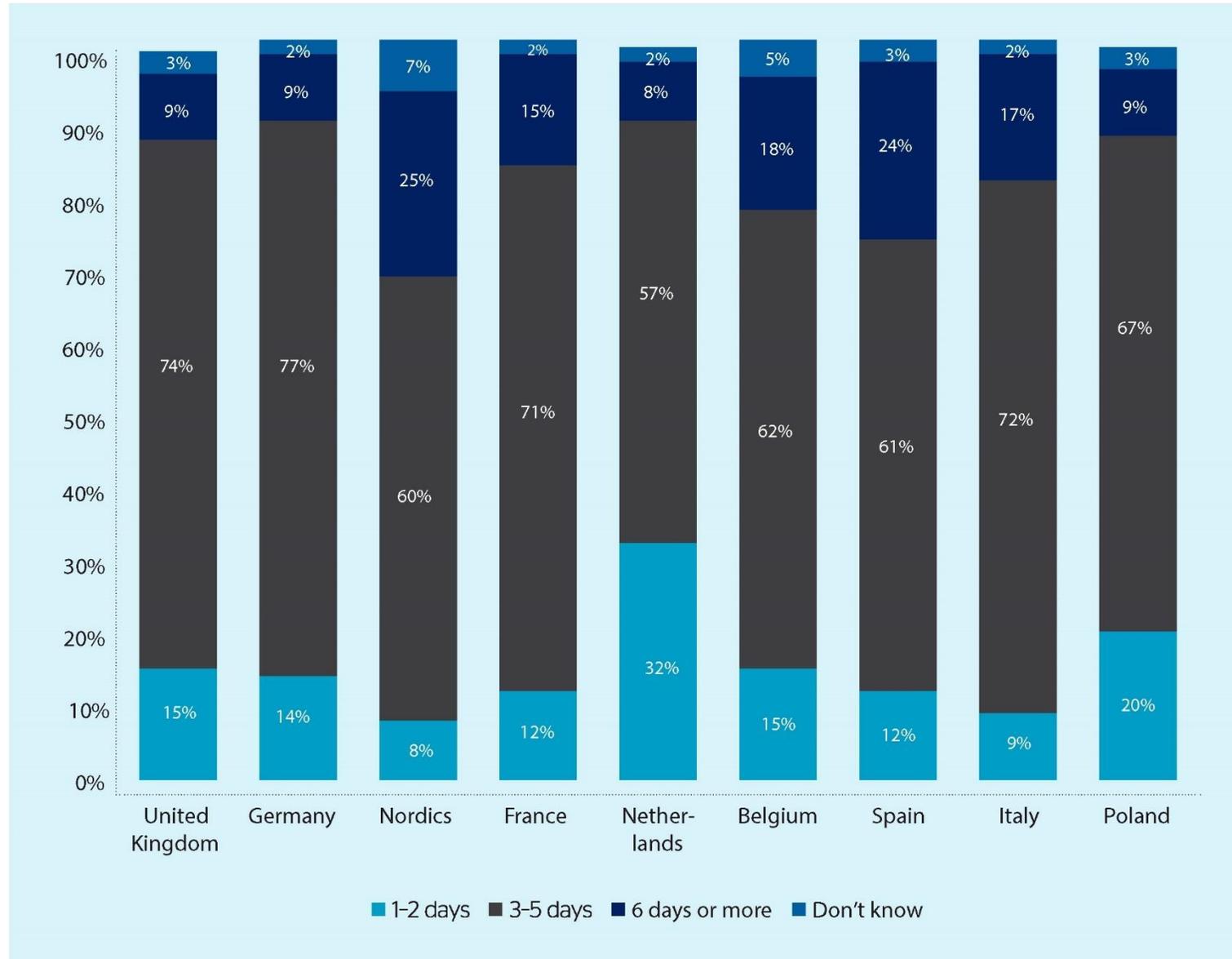
Base: Have shopped online



>>Nordic residents have the most patience

When you order a product online, what are your expectations of the delivery time, i.e. how many days may it take at the most to receive the product?

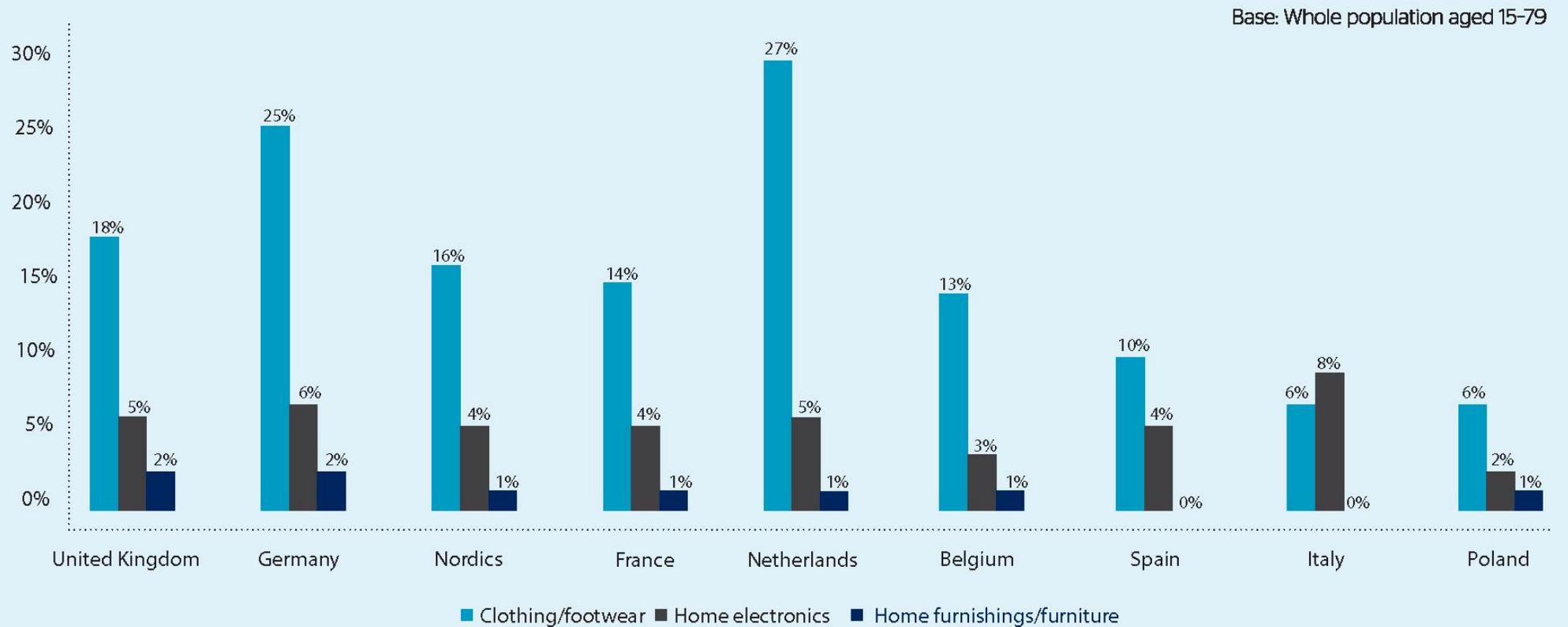
Base: Have shopped online



Source: PostNord

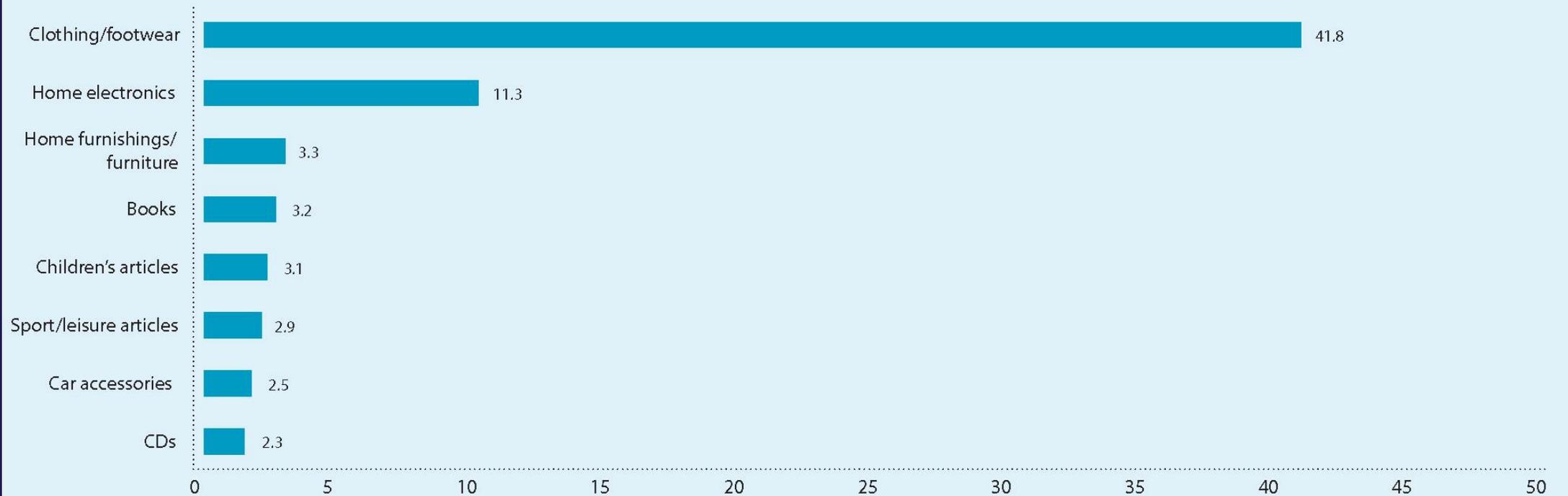
>>Clothes returns most common in Germany and the Netherlands.

Proportion who have returned an item bought online in the product category

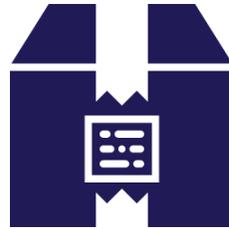


>>By far the items returned most are clothes

Number of millions of online consumers who have returned an item purchased online in the categories below



33%



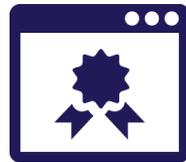
Consumers buy cross-border*

62%



Rely on search engines
(70% in the UK, 46% in Germany)

44%



Visit the retailer's
website to find products

16%



Customers search on
social media

16%



Find products via email

*Based on a study on UK, US, and Germany



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Policy Issues

- VAT
- Data protection
- Logistics
- Platforms
- Consumer rules
- Digital contents
- Payment services
- Competition
- Geo-blocking
- Product legislation





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Plastics and eCommerce

General perspective:

- Waste management obligations WEEE
- Circular economy
- Sharing economy
- Digital economy (3D)
- Weight/innovation
- Postal



Policy Issues



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Plastics and eCommerce



- Waste management obligations WEEE
 - General obligation to register for waste management
 - Despite update of WEEE no real EU level solution (cross-border)
 - Many questions around the existing systems

Policy Issues





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Plastics and eCommerce



- Circular economy: sometimes conflicting with the other policy areas, unclear where it will lead – for eCommerce some examples: repairs, spare parts, etc.

Policy Issues





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Plastics and eCommerce



- Sharing economy: many platforms for sharing products and services (social (social driven))

Policy Issues





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Plastics and eCommerce

– Digital economy (3D):

- Possible challenge to the retail model?
- Pressure on innovation?
- IPR
- Safety
- Choice?



Policy Issues





Plastics and eCommerce

– Weight/innovation

- Challenges
- Contractual compliance
- 2015 EU Commission Contract Rules proposal (conformity)
- Returns
- New areas of business?





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Plastics and eCommerce

– Postal

- Volumes
- Standards
- Price
- Returns



Policy Issues





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